



Govern
de les Illes Balears



into

innovation
& tourism
international
seminar

Palma de Mallorca
29th, 30th september
& 1st october 2004

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1st INTERNATIONAL SEMINAR ON INNOVATION AND TOURISM

Palma de Mallorca, from September 29th to October 1st 2004

Organized by:

Directorate-General for Research, Technological Development and Innovation
- Department of Treasury, Finance and Innovation of the Government of the Balearic Islands

CITTIB Centre for Tourism Research and Technologies
- Department of Tourism of the Government of the Balearic Islands

Sponsored by:

Mallorca Hotel Federation
Minorca Hotel Federation
Ibiza & Formentera Hotel Federation
Confederation of Balearic Business Associations (CAEB)
Mallorca, Ibiza and Formentera Chamber of Commerce, Industry and Shipping
Minorca Chamber of Commerce, Industry and Shipping

September 29th: The Information Society

9 a.m.	Handing out of credentials		
9.30 a.m.	Welcome speech	Mr. Jaume Matas, President of the Government of the Balearic Islands	
10 a.m.	Talk	New Technologies: Innovation and Tourism. A European Approach.	Mr. Jean François Omnes, Head of the Tourism Unit. The European Commission's Directorate-General for Enterprise.
10.30 a.m.	Talk	Innovation and Entrepreneurship in Tourism	Mr. Jon Sundbo, Professor. Department of Social Sciences. Roskilde University, Denmark
11.00 a.m.	Talk	The Information Society: Tourism and Leisure	Mr. Antonio de la Morena, Chief Executive Officer of Affiliate Members, WTO
11.30 a.m.	Coffee break		
12 a.m.	Talk	Opportunities in the Global Market.	Ms. Natalia Rodríguez Salmones, Director of the Institute for Tourism Studies

12.30 a.m.	Round table debate	Tourism on Internet: An Analysis and its Potential	Mr. Pere Joan Planas, Managing Director of the IBIT Foundation
			Mr. Antonio Peña, Managing Director of Valadis
			Mr. Jorge Rubio, Deputy Managing Director and Manager of the Tourism Quality and Innovation Department of Segitur
			Moderator : Mr. José Luis Zoreda, Executive Vice-Chairman of Exceltur
2 p.m. Lunch			
4 p.m.	Round table debate	Perspectives, Challenges and Opportunities in a Globalized Environment	Mr. Christian Glet, Contract Manager for TUI España
			Mr. Álvaro Middelmann, Managing Director of Air Berlin for Spain and Portugal
			Mr. Ramón Pané, Chairman of Futura International Airways
			Mr. Werner Sülberg, Vice-Chairman of Deutsches Reiserbüro (Rewe Gruppe)
			Moderator : Mr. Antonio Peña, Managing Director of Valadis
6 p.m. End of the day's sessions			
8.30 p.m. Dinner at the Bahía Mediterráneo Restaurant			

September 30th: Historical and Cultural Heritage

9.30 a.m.	Talk	Virtual Reality - Virtual Heritage: Cybernetic Reconstructions of Cultural Landscapes	Mr. Maurizio Forte, Archaeologist and First Researcher at CNR-ITABC
10.30 a.m.	Talk	Innovation and Trends in Cultural Tourism	Mr. Michael Strasser, Director of the Österreichische Werbung
11.30 a.m.	Coffee break		
12 a.m.	Talk	The Application of New Technologies to the Field of Cultural Heritage. The Digitalization of Cities	Mr. Juan José Blasco Aguilera, Operations Manager of GEDAS Iberia
13 p.m.	Talk	A Virtual Reconstruction of Roman Palma	Mr. Carlos-García Delgado Segué, Architect in charge of the Project
2 p.m.	Lunch		
4 p.m.	Talk	Cultural Heritage and New Technologies in Easter Island	Mr. Eugenio Yunis, Head of Sustainability and Environmental Affairs, WTO
5 p.m.	End of the day's sessions		
8.30 p.m.	Dinner at the Costa Nord Cultural Centre		

October 1st: Research and Innovation

09.30 a.m.	Talk	Innovation in the Tourist Sector : The Balearic Case	Ms. Marta Jacob, General Director of Research, Development and Innovation, Government of the Balearic Islands
10.00 a.m.	Talk	3D Technology Applied to the Tourist Industry	Mr. Jordi Faci Lligadas, Manager of Wututu
10.30 a.m.	Talk	Historical and Cultural Heritage	Mr. Juan Ignacio Vidarte, Director of the Guggenheim Museum
11a.m.	Coffee break		
11.30 a.m.	Round table debate	Technological Trends and the Demands of Businesses in the Balearics	Iberostar, Sol Meliá, RIU, Barceló Moderator : Mr. Antoni Munar Vice-Chairman of Hotel Chain Association
1.30 p.m.	Closing speeches		Mr. Joan Flaquer , Minister of Tourism Mr. Lluís Ramis de Ayreflor, Minister of Finance, Treasury and Innovation
2 p.m.	End of the seminar's sessions		



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